

IN THE CLAIMS

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--1. (Currently Amended) An information transmitting method for transmitting a program guide information together with a broadcasting program, ~~wherein~~ comprising:

commercial information which corresponds to said program guide information and which is ~~sequentially~~ automatically displayed for a single program column or a plurality of program columns in sequence on a program guide screen in a receiver and is transmitted together with said program guide information; ~~and~~

wherein said commercial information is transmitted in accordance with said address information comprising said commercial information when a cursor is moved onto a program column of said program guide screen.--

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--2. (Original) The information transmitting method according to claim 1, wherein said commercial information includes at least image data. --

--3. (Original) The information transmitting method according to claim 2, wherein said commercial information further includes sound data. --

--4. (Original) The information transmitting method according to claim 1, wherein said commercial information further includes address information of a computer which provides the detailed information of said commercial. --

--5. (Original) The information transmitting method according to claim 1, wherein said program guide information is composed of a plurality of hierarchy in accordance with the data size, wherein the first hierarchy having a small amount of data includes identification information for identifying said commercial information and the second hierarchy having a large amount of data includes identification information for identifying said commercial information and the actual commercial information. --

--6. (Currently Amended) A receiving apparatus for receiving a broadcasting signal including commercial information and electronic program guide information, comprising:
separating means for separating said program guide information from the received broadcasting signal; and

processing means for displaying commercial information in a part of a display area and an electronic program guide screen including program columns corresponding to a plurality of programs based on the separated electronic program guide information, wherein said processing means ~~performs~~ performing display processing to sequentially automatically display for a single program column or a plurality of program columns in sequence a plurality of commercial information in said part of the display area on said electronic program guide screen.--

--7. (Original) The receiving apparatus according to claim 6, comprising:
specifying means for specifying a commercial information displayed on a part of said program guide screen; and

communication means for communicating with an external computer through a computer network, wherein

said processing means picks up the detailed information of said commercial information from the external computer through said communication means to display the picked up detailed information, based on the address information included in said commercial information, when said commercial information is specified by said specifying means.--

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--8. (Previously Added) The receiving apparatus according to claim 6, wherein said processing means, when one program column is selected on said electronic program guide screen, performs display processing to display a program details screen showing in detail the program corresponding to the program column selected and to sequentially display plural items of commercial information included in the program in a part of the display area on said program details screen.--

--9. (Previously Added) The receiving apparatus according to claim 8, wherein said processing means, when commercial information being displayed in said part of the display area on said program details screen is designated, performs display processing to display a commercial details screen showing in detail said designated commercial information.--

--10. (Previously Added) The receiving apparatus according to claim 6, wherein said processing means, when commercial information being displayed in said part of the display area on said electronic program guide screen is designated, performs display processing to display a commercial details screen showing in detail said commercial information designated.--

--11. (Previously Added) The receiving apparatus according to claim 6, wherein said commercial information is commercial information of sponsors for providing said programs.--

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--12. (Previously Added) The receiving apparatus according to claim 6, wherein said commercial information includes address information of a computer on a computer network which provides detailed information of said commercial.--

--13. (Previously Added) The receiving apparatus according to claim 12, further comprising
communicating means for communicating with an external computer on the computer network, and wherein
said processing means, when said commercial information is designated, performs display processing to display detailed information by extracting the detailed information of said sponsor commercial from the external computer via said communicating means on the basis of the address information of the computer included in said commercial information.--

--14. (Previously Added) The receiving apparatus according to claim 6, wherein said commercial information includes at least image data.--

--15. (Previously Added) The receiving apparatus according to claim 14, wherein said commercial information further includes audio data.--

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--16. (Currently Amended) A receiving method, comprising the steps of:
receiving a broadcasting signal including commercial information and electronic program guide information;
separating said electronic program guide information from the broadcasting signal received;
displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the separated electronic program guide information;
moving a cursor onto one program column on said electronic program guide screen being displayed; and
sequentially automatically displaying for a single program column or a plurality of program columns in sequence a plurality of said commercial information included in the one program onto which the cursor has been moved, in said part of the display area on said electronic program guide screen.--

--17. (Previously Added) The receiving method according to claim 16, wherein when one program column is selected on said electronic program guide screen, a program details screen showing in detail the program corresponding to the program column selected, and plural items of commercial information included in the program are sequentially displayed in a part of the display area on said program details screen.--

--18. (Previously Added) The receiving method according to claim 17, wherein when commercial information being displayed in said part of the display area on said program details screen is designated, a commercial details screen showing in detail the designated commercial information is displayed.--

--19. (Previously Added) The receiving method according to claim 16, wherein when commercial information being displayed in said part of the display area on said electronic program guide screen is designated, a commercial details screen showing in detail the designated commercial information is displayed.--

--20. (Previously Added) The receiving method according to claim 16, wherein said commercial information is commercial information of sponsors for providing said programs.--

--21. (Previously Added) The receiving method according to claim 16, wherein said commercial information includes address information of a computer on a computer network for providing detailed information of said commercials.--

--22. (Currently Amended) A broadcasting system, comprising:
a transmitting apparatus for transmitting a broadcasting signal including commercial information and electronic program guide information; and
a receiving apparatus for receiving said broadcasting signal separating said electronic program guide information from the broadcasting signal received;
displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the separated electronic program guide information;
moving a cursor onto one program column on said electronic program guide screen being displayed; and
sequentially automatically displaying for a single program column or a plurality of program columns in sequence a plurality of said commercial information included in the one program onto which the cursor has been moved, in said part of the display area on said electronic program guide screen.--

--23. (Previously Added) The broadcasting system according to claim 22, wherein said commercial information is commercial information of sponsors for providing said programs.--

--24. (Previously Added) The broadcasting system according to claim 22,
wherein
said commercial information includes address information of a computer on a
computer network which provides detailed information of said commercials.--

--25. (Previously Added) The broadcasting system according to claim 22,
wherein said commercial information includes at least image data.--

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--26. (Previously Added) The broadcasting system according to claim 25,
wherein said commercial information further includes audio data.--

--27. (Currently Amended) The information transmitting method according to
claim 1, wherein when a cursor is moved onto one program column on said electronic program
guide screen, display processing is performed to ~~sequentially~~ automatically display for a single
program column or a plurality of program columns in sequence a plurality of commercial
information included in one program onto which the cursor has been moved in said part of the
display area on said electronic program guide screen.--

--28. (Previously Added) The receiving apparatus according to claim 6, wherein when a cursor is moved onto one program column on said electronic program guide screen, said processing means performs display processing to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.--

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--29. (Previously Added) The receiving method according to claim 16, wherein when a cursor is moved onto one program column on said electronic program guide screen, display processing is performed to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.--

--30. (Previously Added) The broadcasting system according to claim 22, wherein when a cursor is moved onto one program column on said electronic program guide screen, display processing is performed to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.--
